

## DRAFT Visioning Workshop Summary

The Visioning Workshop for the Milpitas Transit Area Concept Plan took place at Milpitas City Hall, on January 20, 2005 from 10:00 am to 2:00 pm. Property owners and stakeholders in the area were present, as well as City Staff (see attached list of attendees). The following is a summary of what took place.

### WELCOME AND INTRODUCTIONS

Tambri Heyden, Acting Planning & Neighborhood Services Director, introduced the Concept Plan process and welcomed stakeholders to the workshop.

### BACKGROUND INFORMATION

Leslie Gould of Dyett & Bhatia Urban and Regional Planners presented background information on the Transit Area. Stakeholders had the following additional information and comments:

#### *BART and Railroad*

- Future BART tracks will be in a cut, not completely underground. VTA has a strong commitment to the BART extension to San Jose, and the project should be considered as one single project, not as a two-phase project with Milpitas as an interim end-of-the-line. (David Miller, VTA)
- Railroad spur users Smurfit-Stone may be re-organizing their activities and/or site configurations following a law suit settlement. This could change spur use. (Stanley Herzstein, Herzstein Properties)
- The railroad spur is used twice daily at present. (Russ Winslow, Six Sigma)

#### *Redevelopment Areas, Costs, and Funding*

- The Piper/Montague properties are not in redevelopment areas, and will probably not be included in the near future. (Tambri Heyden, City of Milpitas)
- Funds collected in a redevelopment area must be spent in the redevelopment area.
- High-density, older rental residential neighborhoods are service-intensive and incur high costs for the City.
- Per capita spending by residents does not generate enough sales tax to cover the costs of servicing them. Typical costs are between \$300 and \$500 per year for each resident, whereas sales tax revenues for the City are roughly \$50 per year. (William Lee, ERA)
- Community Facilities districts are an alternative means for cities to fund services.

#### *Residential and Retail Synergies*

- Isn't it important to build a residential population in order to support tax-generating retail? (Mark Hirth, Barry Swenson Builder)
- High-value residential development meets both city and property owner goals. (Jim Murar, RGC)

### **Great Mall**

- Mills Corporation plans to invest in the mall, attract more high-end retailers, and add restaurants. (Brad Kempf, The Mills Corporation)

### **BACKGROUND INFORMATION**

William Lee of Economics Research Associates presented the economic perspective for the Transit Area, covering interests at a regional level, for property owners, and the City of Milpitas.

### **DISCUSSION OF GOALS FOR THE TRANSIT SUB-AREA**

Leslie Gould discussed City and property owner goals, as well as opportunity sites in the area. Some ideas that were put forth in the discussion that followed include:

- Raising Capitol Avenue to fly over Montague Expressway would be detrimental to Milpitas' image and to adjacent properties. (Jaime Rodriguez, City of Milpitas)
- Multi-level interchanges can be effective in high-rise areas. (Mark Hirth)
- A baseball team would be a source of identity for the City. (Mark Hirth)
- Pedestrian orientation, connectivity, and accessibility are important to tie the various uses in the area together. (Jim Murar; Brad Kempf, The Mills Corporation)
- Retail can establish identity. Unique attractions could include Bass Pro or an indoor ski slope. (Jim Murar; Brad Kempf)
- Land value and proximity to transit make this a good area for high density residential. (Jim Murar; Mark Hirth)
- Residential-serving retail, such as a grocery store, will be important. (Armand Kunde, property owner; Mark Hirth)
- Santana Row is a potential model, providing outdoor attractions for people watching and families. The developer has said he would not repeat the project, however, due to its complexities. (Jaime Rodriguez; Myron Crawford, Berg & Berg; William Lee)
- Horizontal mixed use is more feasible than vertical. (Mark Hirth)

### **VISION IDEAS AND CHOICES**

Ms. Gould introduced three vision ideas following lunch. The group then broke up into smaller units to discuss visions for some subareas, and overall reactions to ideas in the visions.

### **Great Mall**

- The mall should target different retail segments. Incomes are growing in its 10-mile trade area, the potential for restaurants is increasing, and the population is predominantly Asian.
- Unmet market demand should be identified and leakage stopped.
- "Lifestyle" retail, combined with public space, could be an interesting option. It should create synergies with the mall rather than competing against it.
- Elevated parking would not be good for the mall, whereas below-grade parking is acceptable.
- Pleasant connections and accessibility are important. These could include people movers.

#### Piper/Montague

- This subarea has potential for residential development.
- Neighborhood character is important.
- Connections to the mall, restaurants, and BART are key.
- Higher residential densities, ranging from 30-75, or even 100, dwelling units per acre, would be acceptable, with higher densities and a park closer to BART.
- The park should be located closest to the highest density housing.
- It is important to build high quality residential that retains its value in the long run.
- A high water table and runoff are water issues for this zone.
- The railroad spur should be moved (out of town).
- Only a small amount of retail will be economically viable in this area.

#### Other Comments

- “Lifestyle” retail is a good idea on Mc Candless Drive.
- A stadium or sports arena that can host concerts would create retail synergies as well.
- A high-density housing district around the BART station would have good potential.
- Milpitas should attract retail sales leakage from San Jose.
- Research and development is a no go for the area.
- Flexibility is needed, including room to transition from an existing use to a new one.
- Berg & Berg prefers 12 units per acre as a residential density. (Myron Crawford)
- As an owner, Berg & Berg would like flexibility to select use and density based on their assessment of market demand. (Myron Crawford)

## MEETING ATTENDEES

The following property owners, representatives, and stakeholders were present at the Visioning Workshop.

<i>Name</i>	<i>Company/Affiliation</i>
Dennis Carrington	Milpitas
Armand Kunde	Prop. Owner
Santiago del Rio	--
Brett Dedeaux	DART (Dedeaux Properties)
Rod Dedeaux	DART (Dedeaux Properties)
James C. Moore	Dedeaux Properties
Stanly Herzstein	Herzstein Properties, LLC
Steve Schott	Citation Homes
Aaron Yakligian	Trumark Companies
David Miller	MTA
Nancy Dixon	Pro-Star Towing
Jim Murar	RGC/Ranch Capital
Nanci Vega	UBS Realty Investors
Brad Kempf	The Mills Corp. (Great Mall)
Jaime Rodriguez	Traffic Eng.
Janice Nadal	Transportation Planning Com.
Mark Hirth	Barry Swenson Builder
Keyvan Irannglad	Milpitas Building Department
Commander Jim Berm	Police
Jaime Garcia	Milpitas Building Div.
Greg Armendariz	City of Milpitas - Engineering
Russ Winslow	Six Sigma
Darryl Wong	Milpitas Utility FVGR
Cindy Maxwell	Milpitas CMO
Bill Weisgerber	Milpitas Fire Dept.
Myron Crawford	Berg & Berg
Mark Russell	Cornish & Carey